

Applicant: Joseph, Maria Hanna
For: Distribution of Promotional Indicia on Lids, Covers or Closures

ABSTRACT

A lid, cover or closure for cups or containers that holds hot or cold liquids or other
5 substances intended for individual consumer consumption which displays informational,
advertising and decorative indicia including images, language, color, symbols, art, and/or print,
by means of printing, imprinting, embossing, dying, drawing, adhering, and any and all other
means of imposing or incorporating such indicia onto the lid, cover or closure. The lid, cover or
closure allows for individualized advertisements, coupons, messages, or other communicating or
10 decorative content that can be permanent or removable. The lid, cover or closure includes
advertising, informational or decorative indicia on its top, bottom and/or sides. The present
invention provides an improved means for distributing information, advertisements and coupons,
as well as enhancing the aesthetics of lids, covers or containers.